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Friday, May 22, 2009

## The 2009 MetLife South Asian Spelling Bee Announced

**NEW YORK:** Touchdown Media Inc., a leading South Asian advertising firm, on May 6 announced plans for the 2009 South Asian Spelling Bee. MetLife, the number 1 life insurer in the United States will be the title sponsor of the 2009 contest.

The event is open to children of South Asian descent up to 14 years of age.

It will give South Asian children a chance to test their spelling skills in their core peer group. Interested spellers need their parent or guardian to register them online at [www.southasianspellingbee.com](http://www.southasianspellingbee.com).

Organized by Touchdown Media Inc., the events will be conducted in eight locations across the United States starting June 20.

Called the regional centers, these locations are New York, New Jersey, Chicago, Dallas, Houston, San Francisco Bay area, Los Angeles and the Washington DC metro area.

All events will be free and open to the public.

"This is a family oriented event that engages the entire household for a fun and educative activity while providing children with the thrill of being on television," said Rahul Walla, CEO of Touchdown Media Inc. and founder of the South Asian Spelling Bee.

Each competition will begin with a written test of 25 words. The participants must spell 15 or more words correctly to advance to the afternoon

children."

The 2009 MetLife South Asian Spelling Bee will be telecast on Sony Entertainment Television, Asia.

Sony Entertainment Television Asia has the broadcast rights and will be showing the contest worldwide (except India and Pakistan) on their channel.

Rajan Singh, Executive Vice President - International Business, commented, "Sony Entertainment Television Asia prides itself on innovative programming, and our involvement

in events is no exception. The Spelling Bee is a fantastic platform for youth of all ages to showcase their language skills, dedication and self-motivation.

SET Asia is always looking to not only entertain, but also involve our international viewers in shows such as Indian Idol, Boogie Woogie and now the Spelling Bee."

For a complete schedule, registration visit [www.southasianspellingbee.com](http://www.southasianspellingbee.com)



**L to R: Joseph W. Jordan, Senior Vice President, National Sales Organization, MetLife; Rahul Walla, CEO of Touchdown Media Inc. and founder of the South Asian Spelling Bee; Ginger Jones, Advertising Consultant, MetLife; John Derbick, Assistant Vice President of Advertising, MetLife and Neeraj Arora, Senior Vice President, Sony Entertainment Television Asia posing with the MetLife brand icon, Snoopy.**

President, National Sales Organization, MetLife, said "MetLife's long history of serving the South Asian community has helped us to understand what matters most to families. We know the significance of education, as well as the need for a plan to cover the rising costs of tuition.

We're proud to sponsor this year's South Asian Spelling Bee, and to help families achieve their dreams of attaining the best education for their



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